

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----053735 260202Z /70
P 260046Z APR 78
FM AMEMBASSY MANILA
TO SECSTATE WASHDC PRIORITY 4815
USDOC WASHDC PRIORITY

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COMMERCE FOR MEPD

E.O. 11652: NA
TAGS: BTIO, BGEN, RP
SUBJ: GOP EDUCATIONAL RADIO TECHNICAL ASSISTANCE PROJECT

REFS: A. MANILA 5963, B. STATE 101320

1. MRS. DOMINGO, IN RESPONSE TO EMBASSY REQUEST FOR EXTENSION OF DEADLINE FOR PROPOSALS BY CONSULTANTS FOR THE PROJECT, SAID EDPITAF WILLING TO SCHEDULE CONSIDERATION AND REVIEW OF PROPOSALS DURING MAY WITH NEGOTIATIONS TO BE COMPLETED NOT LATER THAN END-JUNE. CONSULTING SERVICES OF A TECHNICAL ASSISTANCE TEAM UNDER A PREVIOUS UNESCO FINANCING HAVE BEEN CONTRACTED UP TO END OF JUNE, WITH A POSSIBLE EXTENSION "IF EDPITAF LIKES THEIR WORK." INTERESTED CONSULTING FIRMS, ACCORDING TO MRS. DOMINGO, WILL BE HELPED BY GOOD CREDENTIALS AND GOOD PROPOSALS.

2. PROJECT DESCRIPTION AND OBJECTIVES: THE THREE-YEAR PILOT PROJECT SEEKS TO DEVELOP THE USE OF COMMUNICATIONS TECHNOLOGY TO IMPROVE EDUCATIONAL QUALITY IN THE PHILIPPINES. THE CENTRAL PURPOSE IS TO DEVELOP AND EVALUATE THE COST-EFFECTIVENESS OF TWO APPROACHES FOR IMPROVING PRIMARY EDUCATION; (1) USING RADIO FOR IN-
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SERVICE TEACHER TRAINING, AND (2) BROADCASTING RADIO LESSONS DIRECTLY TO STUDENTS AS A COMPONENT FOR THEIR CLASSROOM ACTIVITIES. THE PILOT PROJECT HAS THREE SUBSIDIARY PURPOSES: (1) EXPLORATION OF USE OF RADIO FOR

RURAL EDUCATION, INCLUDING USE OF RADIO IN RURAL AND FARMER TRAINING - CENTERS BEING FINANCED BY SEPA-

RATE IBRD LOAN; &(2) EVALUATION OF COMMUNICATIONS TECHNOLOGY APPROPRIATE TO THE PHILIPPINES; AND (3) PREPARATION OF A POSSIBLE SECOND PHASE PROJECT. THE PROJECT WILL BE IMPLEMENTED IN THE PROVINCES OF PANGASINAN AND LEYTE.

THE TEACHER TRAINING PROGRAM WILL PROVIDE SEMESTER-LENGTH COURSES (STARTING IN THE SECOND SEMESTER OF THE 1978-79 SCHOOLYEAR) FOR ABOUT 12,600 PRIMARY SCHOOL TEACHERS IN FIVE BASIC SUBJECTS-- PILIPINO, ENGLISH, SOCIAL STUDIES, MATHEMATICS AND SCIENCES -- INVOLVING DAILY RADIO LESSONS (80 PROGRAMS, 38 MINUTES EACH).

THE RADIO-ASSISTED INSTRUCTION COMPONENT WILL PROVIDE PRIMARY SCHOOL PUPILS (STARTING AT THE GRADE 4 LEVEL WHICH HAS A HIGH DROPOUT RATE) WITH DAILY 30-MINUTE RADIO CLASSROOMS LESSONS IN PILIPINO. DURING THE PILOT PERIOD, THIS COMPONENT IS EXPECTED TO REACH ABOUT 2,500 CLASSES, OR ABOUT 75,000 PRIMARY PUPILS.

3. PER DATA SUPPLIED BY EDPITAF, A TOTAL OF 67 MAN-MONTHS OF CONSULTING SERVICES FROM EXPERTS ON EDUCATIONAL SYSTEMS, COMMUNICATIONS, EDUCATIONAL TECHNOLOGY AND ELECTRONIC COMMUNICATIONS WILL BE NEEDED FOR THE PROJECT, BROKEN DOWN AS FOLLOWS:

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CONSULTANCY SERVICES NEEDED

1978-1980

TYPE OF SERVICE	MAN-MONTHS	COST
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A) ORGANIZATION &

MANAGEMENT	6	\$24,000
B) PRODUCTION CONSULTANT	20	\$80,000
C) FORMATIVE EVALUATION CONSULTANT	13	\$52,000
D) UTILIZATION CONSULTANT	4	\$16,000
E) SUMMATIVE EVALUATION CONSULTANT	18	\$72,000
F) ENGINEERING CONSULTANT	6	\$24,000
TOTAL	67	\$268,000

4. ACCORDING TO MRS. DOMINGO, EDPITAF HAS COMMITTED ABOUT 3 MAN-MONTHS OF PRODUCTION CONSULTANCY TO A STANFORD UNIVERSITY SPECIALIST AND IS PRESENTLY CONTACT-UNCLASSIFIED

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ING PAUL HOLLAND OF PRINCETON UNIVERSITY FOR THE SUMMATIVE EVALUATION CONSULTANCY. INQUIRY FROM ARTHUR HILL OF ITT FEDERAL ELECTRIC INTL. (PARAMUS, N.J.) CAN NOT BE CONSIDERED UNTIL INFORMATION ABOUT THE FIRM'S BACKGROUND AND CREDENTIALS ARE AVAILABLE. NO COMMUNICATION FROM RAYTHEON HAS BEEN RECEIVED AS OF APRIL 24.

5. RE T-CAS PROPOSAL, EDPITAF REFERRED MATTER TO THE ENGINEERING GROUP OF PHILCOMSAT FOR STUDY. NO TIME PROBLEM IS SEEN AS ACTUAL ENGINEERING CONSULTANCY WILL BE NEEDED IN 1980, UNDER A SEPARATE SUB-PROJECT. EDPITAF WOULD WELCOME MORE PROPOSALS IN THIS FIELD. STULL

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